A6225-1

I/R Code 47.40

May 1985

Monthly Survey of LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

Comparisons with Previous Year

	ANNUALIZED PREMIUM		FACE AMOUNT		NUMBER OF POLICIES	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
All ordinary business	106%	115%	107%	110%	97%	98%
Ordinary companies and departments	107%	116%	106%	109%	99%	101%
Combination companies and departments	106%	110%	110%	113%	95%	94%
Group	—	—	74%	117%	—	—
CANADA						
All ordinary business	114%	108%	114%	110%	104%	99%
Group	—	—	74%	110%	—	—

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 126 companies—and their 53 subsidiary companies—operating in the United States and 35 companies plus three subsidiaries operating in Canada. The United States contributors represent 59 percent of the 1983 United States ordinary volume and 54 percent of the ordinary policies sold. The Canadian contributors represent 75 percent of the 1983 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

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The survey also provides group sales volume under new or amended contracts. These results are based on the experience of 51 companies plus four subsidiaries operating in the United States and 17 companies operating in Canada. The United States contributors represent 64 percent of the 1983 United States volume of new or amended group contracts; the Canadian contributors represent 67 percent of the 1983 Canadian volume of new or amended group contracts.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1983. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$14 billion or more (26)
Group 2—$7 billion to $14 billion (18)
Group 3—$4 billion to $7 billion (21)
Group 4—$2 billion to $4 billion (19)
Group 5—$1 billion to $2 billion (17)
Group 6—Less than $1 billion (16)

Combination companies or departments

Group 7—$25 billion or more (2)
Group 8—$8 billion to $25 billion (4)
Group 9—Less than $8 billion (12)

CANADA

Group 1—$4 billion or more (15)
Group 2—$1 billion to $4 billion (14)
Group 3—Less than $1 billion (6)

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UNITED STATES

Ordinary Sales Results of 126 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES			PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY			
	1984	1985	1985/1984	1984	1985	1985/1984	1984	1985	1985/1984	1984	1985	1985/1984	1984	1985	1985/1984	1984	1985	1985/1984	
January	$ 363,514	$ 441,664	121%	$ 35,651,152	$ 40,918,369	115%	685,779	694,179	101%	$10.20	$10.79	106%	$51,986	$58,945	113%	$530	$ 636	120%	January
February	366,362	431,552	118	37,678,708	40,703,152	108	770,486	733,598	95	9.72	10.60	109	48,903	55,484	113	475	588	124	February
March	423,350	488,342	115	42,224,798	45,585,350	108	862,268	826,788	96	10.03	10.71	107	48,969	55,135	113	491	591	120	March
April	409,861	473,534	116	41,155,965	46,277,474	112	821,222	837,489	102	9.96	10.23	103	50,116	55,257	110	499	565	113	April
May	451,805	480,313	106	44,380,987	47,396,110	107	851,691	825,190	97	10.18	10.13	100	52,109	57,437	110	530	582	110	May
June	439,493			42,777,020			821,621			10.27			52,064			535			June
July	414,946			41,360,193			804,706			10.03			51,398			516			July
August	436,315			42,459,399			789,777			10.28			53,761			552			August
September	397,100			37,519,709			731,090			10.58			51,320			543			September
October	463,003			44,796,828			865,573			10.34			51,754			535			October
November	444,132			42,605,150			792,279			10.42			53,775			561			November
December	609,406			52,682,333			890,008			11.57			59,193			685			December
Year total	$5,219,287			$505,292,242			9,686,500			$10.33			$52,165			$539			Year total
Year to date	$2,014,892	$2,315,405	115%	$201,091,610	$220,880,455	110%	3,991,446	3,917,244	98%	$10.02	$10.48	105%	$50,381	$56,387	112%	$505	$ 591	117%	Year to date

108 Ordinary Companies and 9 Ordinary Departments of Combination Companies

Total group Month	$ 363,197	$ 387,171	107%	$ 38,197,466	$ 40,638,622	106%	521,232	516,647	99%	$ 9.51	$ 9.53	100%	$73,283	$78,658	107%	$697	$ 749	107%	Total group Month
Total group Year to date	$1,621,336	$1,883,698	116%	$173,561,833	$189,951,209	109%	2,434,438	2,468,544	101%	$ 9.34	$ 9.92	106%	$71,294	$76,949	108%	$666	$ 763	115%	Total group Year to date
Group 1—Month	$ 230,364	$ 241,048	105%	$ 24,662,921	$ 26,444,536	107%	345,518	343,784	99%	$ 9.34	$ 9.12	98%	$71,380	$76,922	108%	$667	$ 701	105%	Group 1—Month
Year to date	$1,047,789	$1,165,463	111%	$113,287,836	$121,986,364	108%	1,629,616	1,628,955	100%	$ 9.25	$ 9.55	103%	$69,518	$74,886	108%	$643	$ 715	111%	Year to date
Group 2—Month	$ 65,456	$ 73,578	112%	$ 6,684,411	$ 7,453,456	112%	79,137	84,461	107%	$ 9.79	$ 9.87	101%	$84,466	$88,247	104%	$827	$ 871	105%	Group 2—Month
Year to date	$ 278,436	$ 360,682	130%	$ 28,534,611	$ 33,847,707	119%	345,429	386,370	112%	$ 9.76	$10.66	109%	$82,606	$87,604	106%	$806	$ 934	116%	Year to date
Group 3—Month	$ 33,821	$ 35,050	104%	$ 3,378,851	$ 3,306,653	98%	48,517	43,625	90%	$10.01	$10.60	106%	$69,643	$75,797	109%	$697	$ 803	115%	Group 3—Month
Year to date	$ 155,662	$ 188,263	121%	$ 16,008,952	$ 17,599,046	110%	241,191	231,184	96%	$ 9.72	$10.70	110%	$66,375	$76,126	115%	$645	$ 814	126%	Year to date
Group 4—Month	$ 22,218	$ 25,852	116%	$ 2,191,551	$ 2,232,149	102%	25,873	23,965	93%	$10.14	$11.58	114%	$84,704	$93,142	110%	$859	$1,079	126%	Group 4—Month
Year to date	$ 92,869	$ 110,710	119%	$ 10,175,804	$ 10,517,290	103%	114,426	116,809	102%	$ 9.13	$10.53	115%	$88,929	$90,038	101%	$812	$ 948	117%	Year to date
Group 5—Month	$ 9,040	$ 8,990	99%	$ 990,702	$ 875,068	88%	15,200	14,862	98%	$ 9.12	$10.27	113%	$65,178	$58,880	90%	$595	$ 605	102%	Group 5—Month
Year to date	$ 36,491	$ 46,194	127%	$ 4,196,928	$ 4,494,354	107%	71,813	75,632	105%	$ 8.69	$10.28	118%	$58,442	$59,424	102%	$508	$ 611	120%	Year to date
Group 6—Month	$ 2,298	$ 2,653	115%	$ 289,030	$ 326,760	113%	6,987	5,950	85%	$ 7.95	$ 8.12	102%	$41,367	$54,918	133%	$329	$ 446	136%	Group 6—Month
Year to date	$ 10,089	$ 12,586	125%	$ 1,357,702	$ 1,506,448	111%	31,963	29,594	93%	$ 7.43	$ 8.35	112%	$42,477	$50,904	120%	$316	$ 425	134%	Year to date

18 Combination Companies and Departments

Excluding weekly premium ordinary

Total group Month	$ 86,731	$ 91,971	106%	$ 6,140,505	$ 6,727,275	110%	314,134	299,473	95%	$14.12	$13.67	97%	$19,547	$22,464	115%	$276	$ 307	111%	Total group Month
Total group Year to date	$ 383,305	$ 421,936	110%	$ 27,289,224	$ 30,733,210	113%	1,468,982	1,373,729	94%	$14.05	$13.73	98%	$18,577	$22,372	120%	$261	$ 307	118%	Total group Year to date
Group 7—Month	$ 40,958	$ 45,325	111%	$ 2,912,208	$ 3,490,481	120%	109,927	100,735	92%	$14.06	$12.99	92%	$26,492	$34,650	131%	$373	$ 450	121%	Group 7—Month
Year to date	$ 191,564	$ 214,135	112%	$ 13,674,852	$ 16,003,832	117%	528,603	478,124	90%	$14.01	$13.38	96%	$25,870	$33,472	129%	$362	$ 448	124%	Year to date
Group 8—Month	$ 29,234	$ 29,943	102%	$ 2,101,840	$ 2,147,673	102%	107,195	112,159	105%	$13.91	$13.94	100%	$19,608	$19,148	98%	$273	$ 267	98%	Group 8—Month
Year to date	$ 119,084	$ 131,640	111%	$ 8,668,906	$ 9,662,886	111%	509,919	489,217	96%	$13.74	$13.62	99%	$17,001	$19,752	116%	$234	$ 269	115%	Year to date
Group 9—Month	$ 16,539	$ 16,703	101%	$ 1,126,457	$ 1,089,122	97%	97,012	86,579	89%	$14.68	$15.34	104%	$11,612	$12,580	108%	$170	$ 193	114%	Group 9—Month
Year to date	$ 72,657	$ 76,161	105%	$ 4,945,466	$ 5,066,492	102%	430,460	406,388	94%	$14.69	$15.03	102%	$11,489	$12,467	109%	$169	$ 187	111%	Year to date

Weekly premium ordinary

Month	$ 1,877	$ 1,171	62%	$ 43,016	$ 30,212	70%	16,325	9,070	56%	$43.63	$38.76	89%	$ 2,635	$ 3,331	126%	$115	$ 129	112%	Month
Year to date	$ 10,251	$ 9,571	93%	$ 240,553	$ 196,036	81%	88,026	74,971	85%	$42.61	$48.82	115%	$ 2,733	$ 2,615	96%	$116	$ 128	110%	Year to date

U.S. Variable Life Sales

VL AS A PERCENT OF CONTRIBUTORS' ORDINARY SALES

	ANNUALIZED PREMIUM		FACE AMOUNT		NUMBER OF POLICIES	
	1984	1985	1984	1985	1984	1985
January	3%	2%	2%	1%	2%	2%
February	3	3	2	2	2	2
March	3	3	2	2	2	2
April	3	2	2	2	2	2
May	3	3	2	2	2	2
June	3		2		2	
July	3		2		2	
August	3		2		2	
September	4		2		3	
October	4		2		2	
November	3		2		2	
December	3		2		2	
Year total	3%		2%		2%	
Year to date	3%	3%	2%	2%	2%	2%

Number of Contributors Reporting . . .

	THIS MONTH	LAST MONTH
Variable Life Sales	10	10
Universal Life Sales	97	97

VL POLICY CHARACTERISTICS

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1984	1985	1985/1984	1984	1985	1985/1984	1984	1985	1985/1984
January	$16.85	$17.02	101%	$52,596	$50,571	96%	$ 886	$861	97%
February	15.21	18.48	121	47,188	48,550	103	718	897	125
March	15.31	18.22	119	46,614	48,446	104	714	883	124
April	15.69	16.52	105	47,580	47,205	99	747	780	104
May	15.41	18.31	119	49,105	52,133	106	757	955	126
June	15.25			49,096			749		
July	15.97			48,417			773		
August	16.00			48,428			775		
September	16.37			47,494			778		
October	16.97			49,393			838		
November	15.92			48,562			773		
December	18.27			55,104			1,006		
Year total	$16.15			$49,092			$ 793		
Year to date	$15.65	$17.75	113%	$48,408	$49,387	102%	$ 758	$876	116%

U.S. Universal Life Sales

UL AS A PERCENT OF CONTRIBUTORS' ORDINARY SALES

	ANNUALIZED PREMIUM		FACE AMOUNT		NUMBER OF POLICIES	
	1984	1985	1984	1985	1984	1985
January	25%	44%	22%	42%	15%	29%
February	26	45	22	41	14	27
March	28	44	24	40	15	27
April	29	42	24	38	15	26
May	30	42	26	38	17	27
June	31		28		18	
July	34		30		18	
August	34		31		20	
September	35		32		19	
October	36		34		21	
November	38		35		23	
December	39		39		27	
Year total	32%		29%		18%	
Year to date	28%	43%	24%	40%	15%	27%

INTEREST RATES

	THIS MONTH	LAST MONTH
Range	7.5%*-12.0%	7.6%-12.0%
Range of middle 50%	10.5%-11.0%	10.5%-11.2%
Median	10.9%	11.0%
Number of cos. reporting rates	84	83
Number of plans reported	146	146
Number of new plans	2	3
Number of plans dropped	2	0
Number of plans showing . . .		
No change	115	
Increases	8	
Range of increases	0.1%-0.8%	
Average increase	0.3%	
Decreases	21	
Range of decreases	0.1%-1.0%	
Average decrease	0.5%	

*Average monthly Treasury bill rate

UL POLICY CHARACTERISTICS

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1984	1985	1985/1984	1984	1985	1985/1984	1984	1985	1985/1984
January	$11.79	$11.42	97%	$76,761	$83,786	109%	$ 905	$957	106%
February	11.51	11.47	100	78,061	84,276	108	899	967	108
March	11.63	11.92	102	79,104	81,983	104	920	978	106
April	11.67	11.30	97	80,012	80,303	100	934	908	97
May	11.54	11.20	97	82,525	79,368	96	952	889	93
June	11.31			83,386			943		
July	11.34			85,898			974		
August	11.23			86,233			968		
September	11.66			84,217			982		
October	11.13			81,990			912		
November	11.16			81,818			913		
December	11.66			85,792			1,000		
Year total	$11.45			$82,616			$ 946		
Year to date	$11.62	$11.47	99%	$79,522	$81,854	103%	$ 924	$939	102%

Ordinary Sales Results of 35 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES		
	1984	1985	1985/1984	1984	1985	1985/1984	1984	1985	1985/1984
January	$ 24,823	$ 27,318	110%	$ 3,461,675	$ 4,058,967	117%	58,143	58,200	100%
February	32,836	33,204	101	4,408,610	4,591,930	104	80,717	74,837	93
March	35,464	36,894	104	4,834,858	4,961,886	103	83,188	80,809	97
April	31,374	35,277	112	4,284,039	4,865,898	114	74,499	76,486	103
May	35,499	40,509	114	4,892,138	5,597,989	114	84,428	87,390	104
June	40,362			5,693,272			93,831		
July	32,540			4,623,297			71,683		
August	28,896			4,267,005			65,990		
September	32,900			4,649,030			76,811		
October	37,426			5,335,797			90,044		
November	43,410			5,997,870			99,298		
December	38,372			5,261,965			78,760		
Year total	$413,902			$57,709,556			957,392		
Year to date	**$159,996**	**$173,202**	**108%**	**$21,881,320**	**$24,076,670**	**110%**	**380,975**	**377,722**	**99%**
Group 1—Month	$ 26,319	$ 31,693	120%	$ 3,361,154	$ 4,256,845	127%	63,974	69,304	108%
Year to date	$119,161	$132,200	111%	$15,275,351	$17,919,464	117%	292,628	293,629	100%
Group 2—Month	$ 8,188	$ 7,798	95%	$ 1,371,511	$ 1,186,929	87%	18,170	15,750	87%
Year to date	$ 35,800	$ 36,024	101%	$ 5,749,236	$ 5,379,107	94%	77,336	72,142	93%
Group 3—Month	$ 992	$ 1,018	103%	$ 159,473	$ 154,215	97%	2,284	2,336	102%
Year to date	$ 5,035	$ 4,978	99%	$ 856,733	$ 778,099	91%	11,011	11,951	109%

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1984	1985	1985/1984	1984	1985	1985/1984	1984	1985	1985/1984
January	$ 7.17	$ 6.73	94%	$59,537	$69,742	117%	$427	$469	110%
February	7.45	7.23	97	54,618	61,359	112	407	444	109
March	7.34	7.44	101	58,120	61,403	106	426	457	107
April	7.32	7.25	99	57,505	63,618	111	421	461	110
May	7.26	7.24	100	57,944	64,058	111	420	464	110
June	7.09			60,676			430		
July	7.04			64,496			454		
August	6.77			64,661			438		
September	7.08			60,526			428		
October	7.01			59,258			416		
November	7.24			60,403			437		
December	7.29			66,810			487		
Year total	$ 7.17			$60,278			$432		
Year to date	**$ 7.31**	**$ 7.19**	**98%**	**$57,435**	**$63,742**	**111%**	**$420**	**$459**	**109%**
Group 1—Month	$ 7.83	$ 7.45	95%	$52,539	$61,423	117%	$411	$457	111%
Year to date	$ 7.80	$ 7.38	95%	$52,201	$61,028	117%	$407	$450	111%
Group 2—Month	$ 5.97	$ 6.57	110%	$75,482	$75,361	100%	$451	$495	110%
Year to date	$ 6.23	$ 6.70	108%	$74,341	$74,563	100%	$463	$499	108%
Group 3—Month	$ 6.22	$ 6.60	106%	$69,822	$66,017	95%	$434	$436	100%
Year to date	$ 5.88	$ 6.40	109%	$77,807	$65,107	84%	$457	$417	91%

Canadian Universal Life Sales

UL AS A PERCENT OF CONTRIBUTORS' ORDINARY SALES

	ANNUALIZED PREMIUM		FACE AMOUNT		NUMBER OF POLICIES	
	1984	1985	1984	1985	1984	1985
January	5%	16%	5%	13%	4%	10%
February	6	14	6	11	4	8
March	5	14	5	11	3	8
April	6	16	6	12	4	9
May	7	16	6	13	4	9
June	7		7		4	
July	9		7		6	
August	9		8		6	
September	10		8		6	
October	11		10		7	
November	12		9		8	
December	17		13		11	
Year total	9%		8%		6%	
Year to date	6%	15%	6%	12%	4%	9%

Number of Contributors Reporting . . .

	THIS MONTH	LAST MONTH
Universal Life Sales	11	11

UL POLICY CHARACTERISTICS

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1984	1985	1985/1984	1984	1985	1985/1984	1984	1985	1985/1984
January	$7.68	$8.32	108%	$75,393	$90,081	119%	$579	$750	130%
February	7.41	9.32	126	81,874	80,631	98	606	751	124
March	6.91	9.67	140	94,053	79,765	85	650	771	119
April	7.49	9.19	123	78,765	85,699	109	590	788	134
May	7.67	8.83	115	80,386	91,176	113	617	805	130
June	7.50			89,314			670		
July	8.37			82,151			687		
August	8.18			78,663			643		
September	8.97			78,994			709		
October	8.20			77,977			640		
November	9.06			74,085			671		
December	9.36			81,127			759		
Year total	$8.29			$80,389			$666		
Year to date	$7.42	$9.06	122%	$82,137	$85,609	104%	$610	$776	127%

Group Sales Results

United States
Face Amount (in millions)
for 51 Companies

	1984	1985	1985/1984
January	$ 10,540	$21,156	201%
February	11,009	11,162	101
March	20,910	20,849	100
April	8,415	13,458	160
May	16,168	11,915	74
June	11,944		
July	15,356		
August	16,435		
September	17,400		
October	15,580		
November	11,502		
December	22,824		
Year total	$178,083		
Year to date	$ 67,042	$78,540	117%

Canada
Face Amount (in thousands)
for 17 Companies

	1984	1985	1985/1984
January	$ 900,590	$1,664,151	185%
February	1,601,249	920,708	57
March	1,106,126	1,585,951	143
April	735,812	1,194,941	162
May	1,588,100	1,174,798	74
June	2,472,593		
July	986,164		
August	1,582,470		
September	1,714,314		
October	2,046,864		
November	1,433,071		
December	4,380,070		
Year total	$20,547,423		
Year to date	$ 5,931,877	$6,540,549	110%

Life Insurance Marketing and Research Association, Inc., P.O. Box 208, Hartford, Connecticut 06141

Printed in U.S.A.